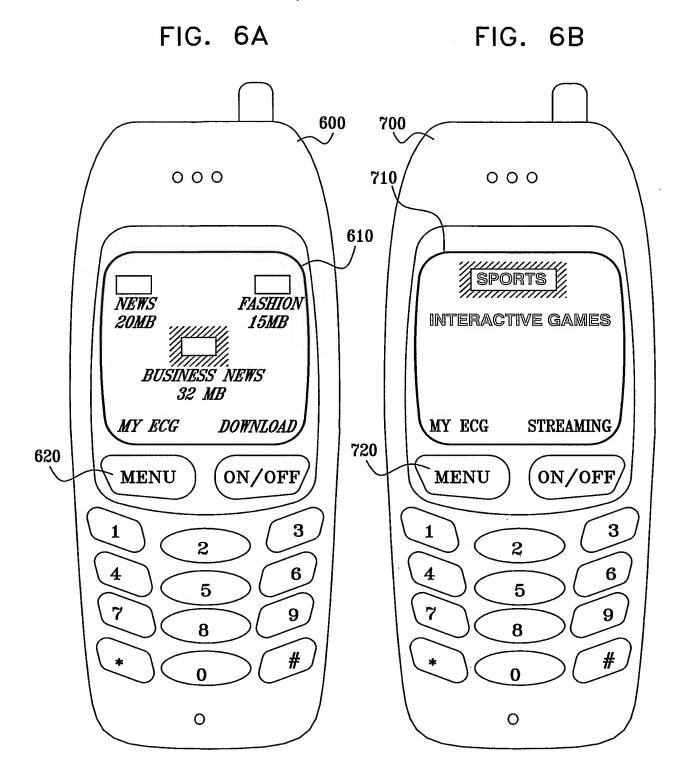
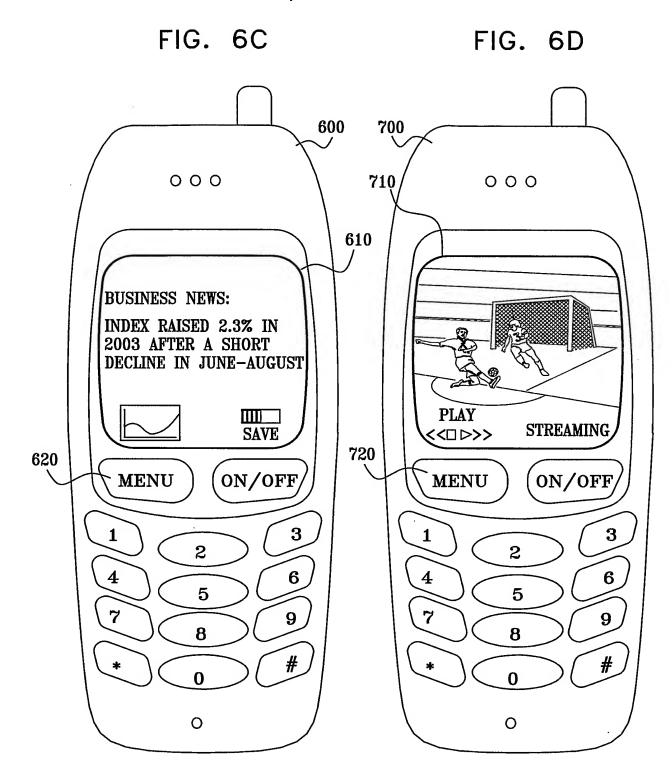


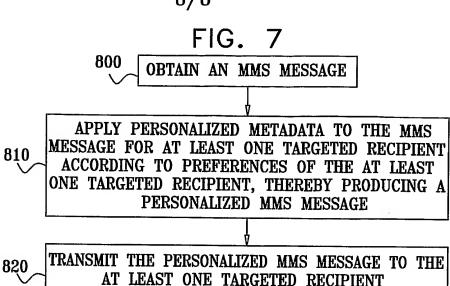
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## FIG. 8

PROCESS PERSONALIZED METADATA ASSOCIATED WITH
THE PERSONALIZED MMS MESSAGE TO GENERATE
PERSONALIZED PARAMETERS DETERMINING
A FORMAT OF PRESENTATION
OF AT LEAST A PORTION OF CONTENT
COMPRISED IN OR ASSOCIATED
WITH THE PERSONALIZED MMS MESSAGE

920
USE THE PERSONALIZED PARAMETERS IN AN ECG

## FIG. 9

RECEIVE, AT A FIRST COMMUNICATION
APPLIANCE OF A FIRST USER, AN
MMS MESSAGE WHICH IS PERSONALIZED IN
ACCORDANCE WITH PREFERENCES OF THE FIRST USER

TRANSMIT, FROM THE FIRST COMMUNICATION
APPLIANCE, A REQUEST TO TRANSMIT THE MMS
MESSAGE TO A SECOND COMMUNICATION APPLIANCE
OF A SECOND USER